

Message Text

LIMITED OFFICIAL USE

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ACTION EB-08

INFO OCT-01 EA-07 IO-13 ISO-00 AID-05 CIAE-00 COME-00
FRB-03 INR-07 NSAE-00 TRSE-00 XMB-02 OPIC-03
SP-02 LAB-04 SIL-01 OMB-01 L-03 H-01 NSC-05
SS-15 STR-04 CEA-01 PA-01 PRS-01 SSO-00 NSCE-00
INRE-00 USIE-00 ITC-01 EUR-12 /101 W
-----311020Z 087487 /17

O R 310855Z MAR 77
FM AMEMBASSY SINGAPORE
TO SECSTATE WASHDC IMMEDIATE 7448
INFO AMEMBASSY SEOUL
AMEMBASSY TAIPEI
UNDEL MTN GENEVA 324

LIMITED OFFICIAL USE SINGAPORE 1380

E.O. 11652: N/A
TAGS: ETRD, SN
SUBJECT: ESCAPE CLAUSE CASE ON TV RECEIVERS --COLOR TVS

REF: STATE 068296

1. BEGIN UNCLASSIFIED. SINGAPORE COLOR TELEVISION INDUSTRY IS RELATIVELY NEW. TWO LOCAL COMPANIES (SETRON AND ROXY) PREVIOUSLY MANUFACTURING MONOCHROME SETS, STARTED ASSEMBLING COLOR TVS IN 1974 UNDER BRAND NAMES OF TELEFUNKEN, SONY, SHARP, SANYO, AND NATIONAL. ALL PRODUCTION THESE FIRMS IS SOLD LOCALLY (LOCALLY ASSEMBLED SETS ENJOY PROTECTION OF 25 PERCENT AD VALOREM DUTY).

2. IN 1976, HITACHI OPENED FACILITY MANUFACTURING COLOR SETS, BOTH PAL AND NTS UNITS.

3. OVER NEXT FIVE YEARS, SINGAPORE ECONOMIC DEVELOPMENT BOARD (EDB) SEES SIGNIFICANT GROWTH FOR SINGAPORE COLOR TV MANUFACTURE.

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IT PROJECTS INCREASE FROM 65,000 UNITS IN 1976 TO 160,000 IN 1977, AND 800,000 BY 1981. PROJECTIONS ARE BASED ON PROJECT PROPOSALS PRESENTLY RECEIVED BY EDB.

4. SINGAPORE GOVERNMENT POLICY IS CLEARLY TO ENCOURAGE GROWTH OF COLOR TV INDUSTRY. HOPE IS THAT IT CAN REACH SUFFICIENT SIZE TO SUPPORT ADDITIONAL COMPONENT MANUFACTURING.

GOS WOULD PARTICULARLY LIKE TO SEE TUBE MANUFACTURING HERE (IT HAS BEEN BRUITED ABOUT FOR SOME TIME NOW THAT HITACHI, AND POSSIBLY PHILIPS, ARE CONSIDERING COLOR CRT MANUFACTURE HERE).

5. U.S. AND OTHER ELECTRONICS FIRMS IN SINGAPORE ARE ALREADY PRODUCING WIDE RANGE OF TV COMPONENTS. G.E., FOR EXAMPLE, ETCHES AND ASSEMBLES PRINTED CIRCUIT BOARDS; AIRCO MAKES CARBON FILM RESISTORS. SINGAPORE THUS CAN BE FAIRLY COMPETITIVE WITH COLOR UNITS ON WORLD MARKETS.

6. IN ABSENCE OF KNOWLEDGE OF THE INDENTITY OF FIRMS PLANNING NEW PRODUCTION FACILITIES, WE CAN ONLY SPECULATE AS TO WHETHER OR NOT UNITED STATES MARKET IS SINGAPORE EXPORT OBJECTIVE. HOWEVER, HITACHI ALREADY PRODUCING SETS COMPATIBLE WITH U.S. SYSTEM. PHILIPS, NOW MAJOR MONOCHROME PRODUCER, ALSO STRONGLY RUMORED TO BE GOING INTO COLOR TV PRODUCTION HERE. PHILIPS EXISTING MONOCHROME MARKETS ARE UK AND NETHERLANDS.

7. REQUESTED SINGAPORE EXPORT STATISTICS FOLLOW:

8. SINGAPORE EXPORTS OF TELEVISION RECEIVERS (MONOCHROME AND COLOR), 1971-75:

YEAR	TOTAL	UK	NETHERLANDS	CANADA	USA
UNITS					

1971	2,300	-	-	-	-
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1972	32,800	-	3,600	-	-
1973	66,500	300	5,600	-	-
1974	149,200	36,600	71,400	6,800	-
1975	352,000	132,200	81,900	25,900	400

9. PRODUCTION OF COLOR TELEVISION SETS:

1974 -- 15,000 UNITS

1975 -- 24,000 UNITS

1976 -- 65,000 UNITS

10. STATISTICS DO NOT GIVE BREAKDOWN BETWEEN MONOCHROME AND COLOR SET EXPORTS. HOWEVER, LOCAL CONSUMPTION IS SMALL. MOST COLOR SETS PRODUCED, AND ALL PRODUCED BY HITACHI, ARE EXPORTED. HITACHI'S MAIN MARKETS ARE AUSTRALIA AND CANADA. END UNCLASSIFIED.

11. LIMITED OFFICIAL USE. COMMENT:

EMBASSY UNAWARE OF ANY GOS REACTION TO ITC DECISION. PRESS
HAS GIVEN STORY APPROPRIATE PLAY, BUT HAS ALSO REFRAINED FROM
COMMENT TO DATE. SINCE SINGAPORE LIVES ON TRADE, HOWEVER,
WE WOULD EXPECT GOS TO BE WORRIED BY ITC DEVELOPMENT. FACT THAT
IT HAS REFRAINED FROM COMMENT THUS FAR MAY BE DUE TO FACT
THAT U.S. IS NOT ONE OF EXISTING PRINCIPAL MARKETS FOR SINGAPORE
TV EXPORTTS. SINGAPORE MAY ALSO HAVE DECIDED ON STRATEGY OF
LOW PROFILE ON QUESTION, IN HOPES THAT IT WILL BE OVERLOOKED
(AND THUS BENEFIT) SHOULD VOLUNTARY QUOTAS BE APPLIES JAPANESE
PRODUCTION. END LIMITED OFFICIAL USE.
HOLDRIDGE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION EQUIPMENT, PRODUCTION DATA
Control Number: n/a
Copy: SINGLE
Sent Date: 31-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SINGAP01380
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770110-0499
Format: TEL
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977032/aaaaablc.tel
Line Count: 127
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 5b1bd0b1-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 77 STATE 68296
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2989577
Secure: OPEN
Status: NATIVE
Subject: ESCAPE CLAUSE CASE ON TV RECEIVERS --COLOR TV/S
TAGS: ETRD, EQIP, SN
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/5b1bd0b1-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
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